

ORDER



Orders	Order / Rev:	169254
	Alt Order #:	06866303
	Product Desc:	TAMMY BALDWIN
	Estimate:	
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/22/12 / 10/22/12
	Order Type:	GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE:	Anjie Brady
Sales Office:	P-PHL
Sales Region:	National

Agency	Name:	Shorr, Johnson, Magnus
	Buying Contact:	Mike D'ettorre
	Billing Contact:	
		1831 Chestnut St Ste 602
		Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Tammy Baldwin 4 Senate
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	4
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	25	\$11,200.00	\$9,520.00
10/29/12	10/29/12	7	\$3,200.00	\$2,720.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$11,200.00	\$9,520.00	0.00
November 2012	7	\$3,200.00	\$2,720.00	0.00
Totals	32	\$14,400.00	\$12,240.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

Order Share

KSTP-TV, LLC and KSAX-TV	20%	\$14,400.00
Market	100%	\$72,000.00

Competitive Share

CABLE	0%	\$0.00
KARE	32%	\$23,040.00
KMSP	7%	\$5,040.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	41%	\$29,520.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	10/23/12	10/26/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	- TWTF - -	:30	4	\$250.00	3	0.00	NM	4	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	- TWTF - -		4		\$250.00		0.00					
E 2	M	10/29/12	10/29/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	M- - - - -	:30	1	\$250.00	3	0.00	NM	1	\$250.00

Order / Rev: 169254
 Alt Order #: 06866303
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Tammy Baldwin 4 Senate
 Product Desc: TAMMY BALDWIN
 Estimate:

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1			\$250.00			0.00			
E 3	M	10/23/12	10/26/12	M-F GMA M-F GMA	CM	7-9a	- TWTF--	:30	8	\$400.00	3	0.00	NM	8	\$3,200.00
GOOD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF--		8			\$400.00			0.00			
E 4	M	10/29/12	10/29/12	M-F GMA M-F GMA	CM	7-9a	M-----	:30	2	\$400.00	3	0.00	NM	2	\$800.00
GOOD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		2			\$400.00			0.00			
E 5	M	10/23/12	10/26/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	- TWTF--	:30	8	\$450.00	3	0.00	NM	8	\$3,600.00
EYE NWS MORN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF--		8			\$450.00			0.00			
E 6	M	10/29/12	10/29/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	M-----	:30	2	\$450.00	3	0.00	NM	2	\$900.00
EYE NWS MORN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		2			\$450.00			0.00			
E 7	M	10/23/12	10/26/12	M-F The View M-F The View	CM	10-11a	- TWTF--	:30	2	\$350.00	3	0.00	NM	2	\$700.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF--		2			\$350.00			0.00			
E 8	M	10/29/12	10/29/12	M-F The View M-F The View	CM	10-11a	M-----	:30	1	\$350.00	3	0.00	NM	1	\$350.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1			\$350.00			0.00			
E 9	M	10/23/12	10/26/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p	- TWTF--	:30	2	\$900.00	3	0.00	NM	2	\$1,800.00
EYE NEWS 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF--		2			\$900.00			0.00			
E 10	M	10/28/12	10/28/12	Su Late News Su 10-1035p	CM	10-1035p	-----S	:30	1	\$900.00	4	0.00	NM	1	\$900.00
EYE NEWS 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1			\$900.00			0.00			
E 11	M	10/29/12	10/29/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p	M-----	:30	1	\$900.00	3	0.00	NM	1	\$900.00
EYE NEWS 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1			\$900.00			0.00			
													Totals	32	\$14,400.00